RESOLUTION NO. R-CRA-2014-25


BE IT RESOLVED BY THE BOARD OF THE HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY:

Section 1: That the transcribed Action Minutes of the Regular Community Redevelopment Agency Board Meeting held on June 4, 2014 are hereby approved as corrected.

Section 2: That this resolution shall be in full force and effect immediately upon its passage and adoption.

PASSED AND ADOPTED this 2nd day of July, 2014.

ATTEST:

[Signature]
PHYLLIS LEWIS
BOARD SECRETARY

HOLLYWOOD, FLORIDA COMMUNITY REDEVELOPMENT AGENCY

[Signature]
PETER BOBER, CHAIR

APPROVED AS TO FORM & LEGALITY
For the use and reliance of the Hollywood, Florida Community Redevelopment Agency only.

[Signature]
JEFFREY P. SHEFFEL, GENERAL COUNSEL
The Regular meeting of the Community Redevelopment Agency was called to order by Chair Peter Bober on June 4, 2014 at 10:08 AM in the City Commission Chambers, Room 219, 2600 Hollywood Boulevard, Hollywood, Florida.

Roll Call was as follows:

Chair Peter Bober  
Vice-Chair Patricia Asseff  
Board Members:
  - Peter Hernandez - absent  
  - Traci Callari  
  - Richard Blattner  
  - Kevin Biederman  
  - Linda Sherwood - absent  
  - Jeffrey P. Sheffel  
  - Jorge Camejo  
  - Phyllis Lewis

1. **Conflict Disclosures**

There were no new conflicts to disclose.


**ACTION:** Motion was made by Board member Callari to adopt the resolution. The motion was seconded by Board member Asseff and on voice vote passed 5-0. Board member Hernandez and Board member Sherwood were absent.

Board member Sherwood arrived 10:10AM.

3. **R-CRA-2014-21** - A Resolution Of The Hollywood Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Accept A Grant From The Florida Division Of Cultural Affairs In The Approximate Amount Of $25,000.00 For The Continuation And Enhancement Of The ArtsPark Experience Music And Cultural Program; Authorizing The Expenditure For The Required Matching Funds In The Approximate Amount Of $25,000.00; And Further Authorizing The CRA Executive Director To Execute Any And All Applicable Grant Documents And Agreement(s).

**ACTION:** Motion was made by Board member Blattner to adopt the resolution. The motion was seconded by Vice Chair Asseff and on voice vote passed 6-0. Board member Hernandez was absent.
4. **R-CRA-2014-22** – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Renew The Attached Lease Agreement, Under The Same Terms And Conditions, Between Hollywood Heritage, LLC ("Landlord") And The CRA ("Tenant") For The Leasing Of The Property Located At 525 North Ocean Drive For A Visitor Welcome Center, Trolley And Transportation Hub, And Public Parking For A Two (2) Year Renewal Period, In An Annual Amount Not To Exceed $135,960.00 For An Aggregate Amount Of $271,920.00.

**ACTION:** Motion was made by Board member Blattner to adopt the resolution. The motion was seconded by Board member Sherwood and on a voice vote passed 6-0. Board member Hernandez was absent.


**ACTION:** Motion was made by Board member Blattner to adopt the resolution. The motion was seconded by Vice Chair Asseff and on a voice vote passed 6-0. Board member Hernandez was absent.

Board member Hernandez arrived at 10:14AM.

**R-CRA-2014-24** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program ("PIP") Grant Agreement Between The CRA And Foxglove, Inc. For On-Site Improvements To Property Located At 1801 S Surf Road In An Amount Not To Exceed $50,000.00; And Providing An Effective Date.

Jorge Camejo introduced Laura Laliberte, CRA Architecture and Urban Design Coordinator to provide a presentation to the Board.

Discussion ensued among members of the Board and staff.

**ACTION:** Motion was made by Vice Chair Asseff to adopt the resolution. The motion was seconded by Board member Sherwood and on a voice vote passed unanimously (7-0).

**P-CRA-2014-05** – Presentation By Jorge Camejo, Executive Director Of The Hollywood, Florida Community Redevelopment Agency, Regarding An Update on Marketing/Tourism.

Jorge Camejo introduced Kathy Koch, President of Ambit Advertising and Public Relations to provide a presentation to the Board.

Extensive discussion ensured among members of the Board and staff.


Jorge Camejo introduced Lisa Liotta, CRA Redevelopment and Operations Manager to provide a presentation to the Board.
Extensive discussion ensured among members of the Board and staff.

6. **IR-CRA-2014-06** – Informational Report By Jorge Camejo, Executive Director, Providing An Update To The CRA Board On Beach And Downtown Activities For The Previous Month.

Jorge Camejo introduced the item for informational purposes only and asked the Chair and Board members if they have questions or concerns. He further advised that the report is placed on the CRA website for public review. No questions or concerns were addressed by the Chair or Board members.

8. **Vice-Chair Asseff, District 1**

**Hollywood Beach**
Vice Chair Asseff extended congratulations to Mr. Lenny Ivler, Sun and Fun Cycles for organizing a great program for special needs group that provides specialized wheel chairs and scooters.

**Hollywood Beach**
Vice Chair Asseff expressed a concern about the traffic issues during the holidays on Hollywood Beach. She advised staff to plan accordingly for the 4th of July holiday weekend.

**Downtown Hollywood**
Vice Chair Asseff stated that code needs to be enforced more aggressively in the downtown district.

9. **Board Member Hernandez**

**Downtown Hollywood**
Board member Hernandez stated that there has been an increased in crime in the downtown district and suggested that staff focus on a more proactive approach.

10. **Board Member Callari, District 3**

**Sidewalk Chalk**
Board member Callari requested that staff look into a Side-Walk Chalk Festival which can be coordinated with the mural program for the downtown district. This event can encourage more patrons to visit downtown.

**Downtown Business**
Board member Callari also advised that staff research and provide an update to the Board on a brand name restaurant or franchise in the downtown area.

**Safety on Hollywood Beach**
Board member Callari stated that there needs to be an increase in police patrol on Hollywood Beach during the holidays to cover safety issues. She further stated that funding should be increase to accommodate more officers.
11. Board member Blattner, District 4

4AM License
Board member Blattner requested that staff provide an update at the next Board meeting regarding 4am licenses currently in place and how they are viewed in other cities, such as survey conducted of other cities such as Delray Beach, Boca Raton and Fort Lauderdale to compare the number of 4am licenses in place and issues relating to these licenses.

Historic Preservation Grant
Board member Blattner requested that staff research and address the historic preservation areas more broadly. He further requested that staff meet with the Board individually or collectively to further discuss.

12. Board Member Biederman, District 5

Board member Biederman had no further report.

13. Board Member Sherwood, District 6

Historic Preservation Building
Board member Sherwood requested that staff provide an inventory of all historic buildings located in the CRA districts.

Jorge Camejo provided an update.

Great Southern
Board member Sherwood asked staff to provide a status report of the Great Southern.

Jorge Camejo provided an update.

14. Chair Bober

Code Enforcement
Chair Bober requested that staff evaluate the resources of code in the downtown. He further advised that there are too many properties in the city that is languishing and if the problem is resources then we need to focus more on resources to address the issue and meet our obligations.

Tourism Director
Chair Bober stated that he is not certain if we need a tourism director but we need to focus on issues on the beach such as code and conditions of properties.

15. General Counsel, Jeffrey Sheffel

General Counsel Jeffrey Sheffel had no further report.

16. CRA Executive Director, Jorge Camejo

Mobility Hub
Jorge Camejo provided an update to the Board as requested by Board member Blattner on the mobility hub.
Parkside & Royal Poinciana
Jorge Camejo stated that staff have identified banners and poles for Parkside, Royal Poinciana, Lincoln, Munroe and Washington Streets.

Sea Turtle Lighting
Jorge Camejo invited All to attend a Sea Turtle Lighting meeting being scheduled for Thursday, July 12th at 7:00 PM at the Hollywood Beach Community Center.

CRA Board Meeting
Jorge Camejo requested to the Board to have the next CRA Board meeting begin at 9:00 AM due to the amount of agenda items.

17. Adjournment

The meeting adjourned at 12:15 PM.

Approved as presented on July 2nd, 2014.

Phyllis Lewis
Board Secretary